



# MARFORRES COMMUNICATOR

Marine Forces Reserve

Core Values in the Social Media Community

April 2012

## Marine Forces Reserve: Ready, Relevant, Responsive

“Commanders are encouraged to proactively and responsibly integrate social media into their local Public Affairs and command information programs to further public information, discussion, and understanding of Marine Corps roles, mission, and issues.” – Lt. Gen. Steven A. Hummer, Commander, Marine Forces Reserve



The Marine Corps encourages Marines to explore and engage in social media communities at a level they feel comfortable with. The best advice is to approach online communication in the same way we communicate in person — by using sound judgment and common sense, adhering to the Marine Corps’ core values of honor, courage and commitment, following established policy, and abiding by the Uniform Code of Military Justice (UCMJ).

### • Leadership (with links to commands and biographies)

Secretary of the Navy [Honorable Ray Mabus](#)  
 Commandant of the Marine Corps [Gen. James F. Amos](#)  
 Assistant Commandant [Gen. Joseph F. Dunford Jr.](#)  
 Sgt Major of the Marine Corps [Sgt. Maj. Micheal P. Barrett](#)  
 Commander, MARFORRES [Lt. Gen. Steven A. Hummer](#)  
 Executive Director, MARFORRES [Vacant](#)  
 Sgt Major of MARFORRES [Sgt. Maj. James E. Booker](#)  
 CMD Master Chief, MARFORRES [CMDCM Eric E. Cousin](#)

### ▪ Commanding Generals (with links to biographies):

[4<sup>th</sup> Marine Division](#) [Brig. Gen. James M. Lariviere](#)  
[4<sup>th</sup> Marine Aircraft Wing](#) [Maj. Gen. Rex C. McMillian](#)  
[4<sup>th</sup> Marine Logistics Group](#) [Brig. Gen. Roger R. Machut](#)

## AN INTEGRAL ELEMENT OF THE TOTAL FORCE

### BY THE NUMBERS (as of 6 April 2012)

#### AUTHORIZED END STRENGTH INVENTORY

Members of Reserve Units	31,720
Active Reserve	2,207
Officer	334
Enlisted	1,863
Individual Mobilization Augmentees	2,998
Trainees	2,978

SELECTED MARINE CORPS RESERVE 39,903

INDIVIDUAL READY RESERVE 57,325

TOTAL MARINE CORPS RESERVE 97,228

ACTIVE COMPONENT END STRENGTH 4,118

U.S. NAVY END STRENGTH 3,011

Reserve/HSAP	2,729
Active	282

CURRENTLY DEPLOYED	2,223
Theater Security Cooperation	1,567
OEF	520
UDP	136
Percentage of Units Deployed for OEF/OIF	100%

OCO CONTRIBUTION SINCE 11 SEP 01 78,093  
 (64% of current SMCR personnel have activated at least once )

AVERAGE AGE OF FORCE 25.3 years

CACO SUPPORT CY2011 375

FUNERAL SUPPORT CY2011 15,523

RESERVE SITES 183  
 Located in 48 States, the District of Columbia and Puerto Rico  
 Owned Sites 32  
 Tenant Locations 151  
 Family Housing Sites 3  
 Marine Barracks 1

The MARFORRES Communicator is a product of Marine Forces Reserve Public Affairs, (504) 697-8190



# MARINE FORCES RESERVE:


## *Ready, Relevant, Responsive*


### *Monthly Communication Priority:*



#### Social Media

## Core Values in the Social Media Community

 Marine Forces Reserve strongly adheres to our core values in the online social media community, and we expect the same commitment from all Marine Corps representatives – from Public Affairs and Marine spokespersons to the individual Marine. Deviation from these commitments may be subject to disciplinary review or other appropriate action.

 Achieving sustainable credibility online is guided by accepted standards that we live by as American service members. These values should guide participation in the social media process and strengthen organizational credibility.

### **Are you unofficial or official?**

When you post online content to your personal social media account, you are making an unofficial Internet post. Official Internet posts include content that is released by public affairs Marines, or commander's designated release authority to a command-directed (or unit) social media platform.

### **There are rules**

All Marines, from officers to enlisted, must adhere to Department of Defense policy, Secretary of the Navy Instructions, and Marine Corps Orders and Directives related to online media in every public setting. A guide to the most applicable references maybe found at on the social media page of the Marine Forces Reserve website at:  
<http://www.marines.mil/unit/marforres>

### **It's political**

It's against federal law for commissioned officers to communicate contemptuous words against the President, Vice President, Secretary of Defense, Deputy Secretary of Defense, Secretary of the Navy, or Governor and Legislature of any state in which he or she is located or performing duty in.


### **Self Promotion**

Using your rank, job, or responsibilities to promote yourself online, for personal or financial gain, is not appropriate. Such actions can damage the image of the Marine Corps, diminish morale, and reduce unit effectiveness.

### **You are responsible for your actions.**

Anything you post that can potentially tarnish the Marine Corps' image is your responsibility. The Marine Corps encourages you to participate in social media, but urges you to exercise sound judgment and common sense. Don't let a careless mistake or ill thought, comment, or post hamper your career or the Corps' history and traditions.

 Marines should contact the Marine Forces Reserve Social Media Specialist at (504) 697-8115 or [mfrpao@usmc.mil](mailto:mfrpao@usmc.mil) for questions about personal or unit involvement in social media.

 Guidelines for implementation and mandatory registration of Marine Forces Reserve unit social media sites (per Force Policy Letter 02-11) can be found at:

[http://www.marines.mil/unit/marforres/MFR\\_Docs/force%20policy%20letter%2002-11.pdf](http://www.marines.mil/unit/marforres/MFR_Docs/force%20policy%20letter%2002-11.pdf)

### **The Social Corps- The U.S.M.C. Social Media Principles**

This handbook outlines the Marine Corps' social media principles, and is available at:  
[www.marines.dodlive.mil/social-media](http://www.marines.dodlive.mil/social-media)

 Marine Forces Reserve Social Media properties

- Website- [www.marines.mil/unit/marforres](http://www.marines.mil/unit/marforres)
- Facebook- [www.facebook.com/marforres](http://www.facebook.com/marforres)
- Twitter- [www.twitter.com/marforres](http://www.twitter.com/marforres)
- Youtube- [www.youtube.com/marineforcesreserve1](http://www.youtube.com/marineforcesreserve1)